



City of San Diego Commission for Arts and Culture
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The **City of San Diego Commission for Arts and Culture**, the primary advocate for arts and culture for the City of San Diego, invites you to attend **MANY VOICES – ONE MESSAGE: the challenge to act.** If you're among the

increasing number of community leaders who believe a strong voice for public investment in art and culture is critical to a vibrant San Diego, you'll want to clear your afternoon for this important convening. You'll join with artists, arts administrators and board members from nonprofit arts and culture organizations throughout our city. Also attending will be business and community leaders, grant makers and philanthropists, legislators, educators and other movers and shakers who have a stake in this issue and wish to see our community thrive.

meeting format:

The **MANY VOICES – ONE MESSAGE** program will mix informational and inspirational messages from our nation's thought leaders with opportunities for interactive discussion and strategy sharing among dynamic people like you. The afternoon starts with lunch and remarks from local leaders whose words of wisdom set the stage for the rest of the day. The keynote address and presentation that follow will update us on local advocacy trends and inspire us with stories that affirm our right to a place at the table.

The real work begins in late afternoon. Plan to roll up your sleeves and start the process of imagining the great city that San Diego could become with adequate public investment in arts and culture. Working in small groups of people with similar interests, you'll investi-

gate your topic area focusing on the current conditions – both strengths and weaknesses.

Then dream a little – envision what this sector might look like in five years. What policies need to be enacted or changed to realize your vision? With time permitting, we'll challenge you to devise the very messages our legislators need to hear to insure that your issues are on the public agenda. The outcome of your work will be the publication of a "white paper" which will argue our position for increased public investment in arts and culture, identify challenges and obstacles that need to be addressed and provide short and long term solutions.

Conference Champions: Effective advocacy starts with a few good people and from these ranks our army grows. Championing the event and confirmed to be present are: **Robert Lynch**, Pres. and CEO - Americans for the Arts (keynote speaker); **Randy Cohen**, VP Research and Information - Americans for the Arts; **Deputy Mayor Toni Atkins**; **Councilmember Scott Peters**; and, **Tom Hall**, Partner - Albert Hall Consultants.

Also planning to attend and supporting this effort are: the Commission for Arts and Culture and its Advocacy Advisory Committee; The San Diego Foundation Arts & Culture Working Group; the Cultural Leaders Group; the Naval Training Center Foundation; San Diego Performing Arts League; San Diego Regional Arts and Culture Coalition, Balboa Park Cultural Partnership and the San Diego Emerging Leaders of Arts and Culture.

When our work ends at 5:00 pm the celebration begins. You're invited to linger longer at the **MANY VOICES-ONE MESSAGE** reception for more mixing and mingling.

the city of san diego commission for arts and culture

MANY VOICES • ONE MESSAGE

the challenge to act

wednesday | october 5, 2005 at 11:30 am to 5:00 pm | balboa park club | san diego, ca

a caucus united to create an effective network of advocates for public support of arts and culture

registration:

Take time to register your attendance at **MANY VOICES – ONE MESSAGE** by emailing Linda Sokol, executive secretary with the Commission at lsokol@sandiego.gov no later than **Friday, September 30, 2005**. In the body of the email, please include the following information:

>>> Name, Title, Organization you represent (if applicable),
Mailing Address, Phone #, and Email address.

Include in the email your 2 top choices for round table discussion participation.

The round table topics are as follow:

Artists and Animateurs – Now that the Commission's Public Art Master Plan has been adopted, the real work begins. How will increased revenues from the implementation of the policy benefit the arts and culture community, particularly artists? What must change to insure that artists who choose to live in San Diego can thrive here, as well? What public policies should be in place to increase participation of artists in all aspects of civic life – from community development and revitalization efforts to festivals and other annual celebrations? Can new initiatives enable the creation of cultural facilities and spaces that make San Diego a better place in which to live, work and play?

Board Leadership – Because the U.S. Constitution guarantees the basic democratic right of all citizens to petition their government and plead a case, board members, who represent the leadership of our community, have proven to be effective and respected players participating in advocacy and shaping public policy. In fact, advocacy belongs in the job description of every board

member of every nonprofit arts and culture organization...but is it? What strategies need to be enacted to insure that trustees are exercising their clout for the good of their individual organizations as well as for the greater good of the entire arts and culture community?

Businesses/Corporations – When we look at contributed income of City-funded arts and culture organizations, we find that business and corporate support have much room for growth. What new strategies and current programs should we support to better tap this available resource? Is there a role for the San Diego Regional Chamber of Commerce's Arts, Business and Culture Committee and Business Volunteers for the Arts to fully engage the business community?

Cultural Tourism – Art, culture and history are now significant parts of the U.S. travel experience, driving an industry that is the third largest in the San Diego economy. San Diego is fortunate to have the San Diego Convention and Visitors Bureau which promotes our cultural amenities with the help of the maturing but still vibrant San Diego Art + Sol cultural tourism campaign. Faced with shrinking dollars, what can we do to ensure that San Diego's cultural assets are promoted world wide? What other types of collaborations, new partners, web-based technologies, or sources of revenue should be uncovered?

Creative Industries – Americans for the Arts defines the creative industry as both for-profit and non-profit businesses involved in the creation or distribution of the arts. We patronize it for entertainment (movies, concerts, recordings and books), for services (architecture, graphic design, and marketing) and we invest in it to enrich our community (museums and performing arts centers). In return, it sustains us by providing jobs, generating

tax revenue and promoting tourism. The creative industry provides the "cool" factor cities vie for as it attracts and retains business. But how can we better connect with this industry and capitalize on their strength as part of a larger advocacy strategy?

Diverse Audiences – San Diego is growing and because of its proximity to Mexico, becoming increasingly bicultural. The city is one of the most ethnically and culturally diverse places in the nation and its population is young – approximately 56% of its citizens are under 35. But as the city grows and demographics shift, how are San Diego's arts and culture organizations keeping pace with the changes? What marketing tools and audience development strategies are working? And, what other barriers must be removed and policies implemented to make these new audiences become life-long patrons of art and culture?

Funding/Philanthropy – The Arts & Culture Working Group of The San Diego Foundation is undertaking a planning and research process to build the case for increased patronage and participation in arts and culture. What is the status of this project and how can we use the outcomes of their research to also increase public investment in arts and culture?

Life-Long Learning in the Arts – A new Harris Poll revealed that 93% of Americans agree that the arts are vital to providing a well-rounded education for children. With education a top public policy priority, the role of art and culture in learning for all ages is of increasing interest to parents, educators, civic leaders, business owners and legislators. What strategies should we use to reach youth and seniors, long-time residents and new immigrants and every City Council district? And, what about those 30-somethings and empty-nesters moving downtown?

Places and Spaces – With the draft of the City's General Plan Update and Downtown's Community Plan Update under review, how can we ensure that the documents embrace public art, artist live/work space, funding and facilities for performing and visual arts and plenty of open space for festivals and community gatherings? What is role of the arts administrator and artists in influencing the outcome of these plans? What is their role in implementing the recommended policies and procedures? Are there opportunities for new cultural facilities, a performing arts center, museum spaces in downtown, at NTC or on the waterfront?

If you can't attend, but know someone who should or if you simply want more information, visit our website at www.sandiego.gov/arts-culture. Click on **MANY VOICES – ONE MESSAGE: the challenge to act** and you can download a PDF version of this brochure, get directions, view the day's agenda, and get the latest updates on who has registered to attend – the list is growing daily so don't be left out.

We would like to acknowledge the hard work, good thoughts and generous donations of the many people who helped to insure your place at the table and to make this gathering the success we are sure it will be. Special thanks to Bennett Peji and his staff at Bennett Peji Design, the Irvine Foundation on behalf of the Cultural Leaders Group, the Beth V. Paynter Memorial Fund and Watt Commercial Properties.

...nor is it possible to devote oneself to culture and declare that one is 'not interested' in politics.
• thomas mann